

8-1-1987

Master of fine arts degree programs marketing and communication programs

Araya Srikanlayanabuth

Follow this and additional works at: <http://scholarworks.rit.edu/theses>

Recommended Citation

Srikanlayanabuth, Araya, "Master of fine arts degree programs marketing and communication programs" (1987). Thesis. Rochester Institute of Technology. Accessed from

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.

Rochester Institute of Technology

A Thesis Submitted to the Faculty of
The College of Fine and Applied Arts
in Candidacy for the Degree of
Master of Fine Arts

Master of Fine Arts Degree Programs
Marketing and Communication Programs
(Demonstration Project)

Araya Srikanlayanabuth

August 1987

APPROVALS

Professor R. Roger Remington

date July 17, 1987

Professor Robert P. Keough

date 7.17.87

Professor Joe A. Watson

date 7/17/87

Professor Philip Bornarth, Special Assistant to the Dean for
Graduate Affairs

date 8/21/87

Dr. Robert H. Johnson, Dean, College of Fine and Applied
Arts

date 8/26/87

I, Araya Srikanlayanabuth, hereby grant permission to the
Wallace Memorial Library of Rochester Institute of
Technology, to reproduce my thesis in whole or in part. Any
reproduction will not be for commercial use or profit.

date July 17, 1987

TABLE OF CONTENTS

1	Preface
2	Thesis Proposal
3	Introduction
7	Marketing Proposal and Plan
8	A. Marketing and Advertising Objectives
9	B. Marketing and Communication Research
17	C. Target Audiences
19	D. Media
21	E. Impacts
22	F. Images
23	G. Creativity
27	Notes and Sketches
45	Final Design Publications
54	Conclusions and Recommendations
55	Bibliography

PREFACE

The body of this thesis is divided into three parts.

Part one contains a marketing proposal and plan, the introduction to the problem and objectives of the marketing program, reseach, and its results. It also includes creative concepts with plans and strategies concerning images, impact statements and media.

Part two consists of some design observations and some translations of creative concepts to visual images.

Part three contains the final design publications.

THESIS PROPOSAL

The purpose of this thesis will be an attempt to solve a graphic design problem which will be an effort to produce a creative marketing and communication program. In this demonstration project, I intend to develop a set of publications to promote the Master of Fine Arts Degree Programs at the College of Fine and Applied Arts, Rochester Institute of Technology.

INTRODUCTION

Master of Fine Arts degree programs are offered at the College of Fine and Applied Arts, Rochester Institute of Technology in eleven particular areas of study: ceramics and ceramic sculpture, glass, metalcrafts and jewelry, weaving and textile design and woodworking and furniture design in the School for American Craftsmen, graphic design, computer graphic design, industrial and interior design, medical illustration, painting and printmaking in the School of Art and Design.

The objectives of the program are to offer a program of graduate study for artists, craftsmen, teachers and designers to improve their understanding and skills in design, materials and processes, and to allow for choices in personal expression and extend career opportunities.

The Master of Fine Arts degree is normally earned in two years of full-time study with the completion of a minimum of 90 credit hours on proficiency levels (B average). The requirements also include the presentation of an acceptable thesis: a show of an original body of work, and a written report illustrated with photographs of the work. Approval of the thesis is required by the Thesis Committee and the Dean of the College of Fine and Applied Arts.

Students who hold a baccalaureate degree from an accredited college or university are admitted to the program upon recommendation of the graduate admissions committee which examines transcripts, references, a portfolio and a statement of purpose. The committee proposes appropriate action to the Dean.

In the admission process, correspondence between the student and RIT will be conducted through the Admissions Office, according to the following procedures:

1. Inquiries about, and applications for, graduate study are directed to the Director of Admissions, Rochester Institute of Technology.

2. The Admissions Office will acknowledge the inquiry or application, instructing the student as to the information required by the school or department to which he or she is applying before the admission can be made.

3. Once a student has made formal application, the Admissions Office will prepare an applicant folder for him or her. All correspondence and admission data will be collected by the Admissions Office, and placed in the applicant's folder. The applicant file folder will include an RIT application, previous college and secondary school records, applicable test scores, recommendations and other documents that may support the admission of the candidate.

4. When all relevant admission data has been received, the applicant's folder will be sent to the appropriate school or department for action.

5. When a school or department has made a decision on the application, this decision and the applicant's folder will be returned to the Admissions Office.

6. The Admissions Office will notify the student of the admission decision.

7. Academic department may informally advise non-matriculated students, but no formal program of study can be approved prior to matriculation.

8. The formal program will be laid out by the dean's designee (department head, coordinator or program director, etc.) and is the one that must be followed by all students applying for admission or readmission.

In most cases, the correspondence between the student and RIT or the school is done by mail. Efficient publications of RIT and of the school sent to the applicant will stimulate the interest of the applicant, create a good impression, and play a very important role in the decision making of the applicant. It is logical and understandable that the applicants to the School of Fine and Applied Arts, who are artists, designers and craftsmen, would expect the publications from the school to be well designed rather than mere bearers of information. The distribution of publications should also be planned

wisely to ensure more success. At present, the College of Fine and Applied Arts needs these publications. This effort should be made to help other efforts to accomplish more applicants and more students to the programs.

MARKETING PROPOSAL AND PLAN

- A. Marketing and Advertising Objectives
- B. Marketing and communication research (questionnaire)
- C. Target audiences
- D. Media
- E. Impacts
- F. Images
- G. Creativity

A. Marketing and Advertising Objectives

The overall aim of the marketing effort is to promote the Master of Fine Arts degree programs of the College of Fine and Applied Arts, Rochester Institute of Technology. This effort by the College of Fine and Applied Arts is designed to reinforce other efforts intended to proliferate a successful admissions process. The expected accomplishment of this effort is that it would encourage more students to participate in the program in the future.

The advertising goals of the marketing program can be divided into two parts:

1. The primary demand is to create a good impression and an awareness of the Master of Fine Arts degree programs and, to stimulate the demand and interest of the target audience.
2. The selective demand is to inform the audience with both general and specific information and enable it to obtain additional information easily.

B. Marketing and communication research

To obtain the adequate data, a survey questionnaire, comprised of involved questions about target audiences and the Master of Fine Arts degree program, was developed. This questionnaire contains sixteen questions which were designed for the main purpose of collecting data that would be useful in the design process.

This questionnaire method was utilized to gather data from first and second year graduate students at the College of Fine and Applied Arts, Rochester Institute of Technology in 1986 - 1987. Eighty questionnaires were distributed on December 5, 1986 through mail folders. Completed questionnaires were collected between December 6, 1986 and January 12, 1987. Forty eight questionnaires (sixty percent) were returned.

Other researches were done by interviewing the associate dean of College of Fine and Applied Arts, Dr. Peter Giopulos and by gathering information from the existing materials of College of Fine and Applied Arts and Rochester Institute of Technology.

The result and analysis were divided into four parts; target audiences, media, impacts and images.

Questionnaire

This questionnaire is a part of the research for the graduate thesis in graphic design entitled: the Marketing and Communication Program for the Mastert of Fine Arts Degree Programs. The objective of this demonstration project is to develop new publications to promote the Master of Fine Arts degree programs at College of Fine and Applied Arts, Rochester Institute of Technology. Your cooperation in completing this questionnaire will provide useful information that will help me toward that goal.

Please return the completed questionnaire to my mailfolder (FADC-6 : Srikanlayanabuth, A.). Your time and attention will be greatly appreciated.

Araya Srikanlayanabuth

1. Your Major: _____

2. Age: _____

3. Where were you living when you applied to RIT ?

4. What were you doing before you came to RIT

_____ A. artist

_____ B. designer

- _____ C. craftsman _____ D. teacher
 _____ E. other (_____)

5. Had you already a specific major in mind before you applied to RIT ?

- _____ Yes _____ No

6. After you received the information from CFAA, did it make you change your mind about your major ?

- _____ Yes _____ No

7. Your first information about RIT was from ...

- _____ A. a friend _____ B. a teacher
 _____ C. an article _____ D. a direct mail
 _____ E. other RIT publications

8. What did you get from CFAA when you applied ?

- _____ A. RIT Graduate Study Brochure
 _____ B. CFAA Brochure
 _____ C. Graduate Art Education Poster
 _____ D. MFA Degree Leaflet
 _____ E. Poster, brochure or leaflet about your
 department
 _____ F. other (_____)

9. To you, how important was it that those material be well designed ?

- _____ A. very important
 _____ B. important
 _____ C. not necessary

10. Do you feel you had adequate information ?

_____ Yes

_____ No

11. The overall quality of the information you received from CFAA was ...

_____ A. very good

_____ B. fair

_____ C. poor

12. The overall design quality of the materials you received from CFAA was ...

_____ A. very good

_____ B. fair

_____ C. poor

13. What are the two most important reasons that made you choose CFAA at RIT ?

_____ A. location

_____ B. program

_____ C. its renown

_____ D. faculty

_____ E. equipment

_____ F. other

14. What is the image of CFAA to you ?

_____ A. high-tech

_____ B. practical

_____ C. creative

_____ D. artistic

_____ E. colorful

_____ F. theoretical

_____ G. other (_____)

15. What do you think the image of CFAA should be ?

_____ A. high-tech

_____ B. practical

_____ C. creative

_____ D. artistic

_____ E. colorful

_____ F. theoretical

_____ G. other (_____)

16. What do you expect from earning MFA degree ?

_____.

Questionnaire results

Ages of the target audiences

20 - 25	33.34 %
26 - 30	29.17 %
31 - 35	27.08 %
36 - 40	2.08 %
41 - 45	2.08 %
46 - 50	6.25 %

The place of residence when they applied to RIT

New York State	31.25 %
Rochester	29.17 %
Other State	10.41 %
Other country	10.41 %

The career before coming to RIT

designer	33.34 %
student	18.74 %
artist	16.67 %
other	16.67 %
craftsman	8.34 %
teacher	8.34 %

Major chosen according to the previous career

continue	68.75 %
----------	---------

change	31.25 %
--------	---------

Target audiences had specific majors in mind before they applied

yes	100 %
no	-

Target audiences changed their minds about their majors after receiving information from CFAA

no	95.83 %
yes	4.17 %

The first information about CFAA

a friend	37.51 %
a teacher	27.08 %
an article	20.83 %
other RIT materials	10.41 %
a direct mail	4.17 %

Materials received from CFAA

RIT Graduate Study Brochure	62.58 %
MFA Degree Leaflet	54.17 %
CFAA Brochure	31.25 %
Department Material	18.75 %

The importance of the design of the publications from CFAA

very important	62.50 %
important	35.42 %
not necessary	2.08 %

Information received was adequate

no	56.25 %
yes	43.75 %

Quality of the information

fair	75.00 %
very good	16.67 %
good	6.25 %
poor	2.08 %

Quality of the design

fair	64.58 %
very good	18.75 %
good	14.59 %
poor	2.08 %

The most important reasons they chose CFAA

program	84.34 %
its renown	33.34 %
location	31.25 %
equipment	18.75 %

faculty	14.58 %
---------	---------

According to target audiences images of CFAA are

practical	77.08 %
high-tech	58.33 %
creative	33.34 %
theoretical	25.00 %
other	8.34 %

According to target audiences, images of CFAA should be

creative	87.50 %
artistic	54.17 %
practical	52.08 %
high-tech	45.83 %
theoretical	37.50 %
colorful	14.58 %
other	4.17 %

Expectation from earning MFA degree

to gain better understanding	39.58 %
to be able to teach	33.34 %
to get better job	27.08 %

C. Target Audiences

The Master of Fine Arts degree is the terminal degree in the professional areas and is presented as proof of a high level of professional competence in the visual arts. According to that fact, the Master of Fine Art Degree Programs would cover a wide variety of target audiences. The main group is the people in art, design and craft careers who hold a baccalaureate degree in a field of the arts with a major concentration in art, art education, or industrial arts education with the smaller group in other fields. The program prepares artists, designers and craftsmen to operate their own studios and shops, to work in business and industry and to teach at the college level.

The finding from the research indicates that the age of target audiences lies between 20 and 30 years old. In the previous year, more than half of them were from New York State with the same amount of students from other states and other countries. Most of them already had specific majors in mind before they applied to RIT. Their first knowledge about the College of Fine and Applied Arts came from teachers and friends with only ten percents from the college's materials, and, according to this target group, the quality (of both design and information) of those materials was just fair.

Places where target audiences might be reached:

1. Educational institutions.
2. Private studios or shops.
3. Private homes.
4. (Art, design and craft) professional organizations and conferences.
5. Industry.

D. Media

Media which are now in use among colleges and universities to promote their programs could be divided into two major kinds. Direct media is the media sent directly from the college or university to a student. Many kinds of publications such as brochures, books and photography are normally used. In some programs this kind of media might include slides or a computer disk. Indirect media is that used by the public for the chance that the target audience might come across it. Most of these are posters and magazine ads.

The media that will be best utilized to transmit the message to the market in this case is the same as that mentioned above. Since RIT uses the rolling admissions procedure, this media should be designed to enable year-round distribution. A Four-step contact is proposed for media strategy coordinating with advertising objectives and the admissions process (see page 4).

First contact is for the primary demand (see page 8):

1. magazine ad
2. (public) poster

Second contact is for the selective demand (see page 8):

1. brochure
2. RIT materials and application form

3. direct mail poster

Third contact is for both demands:

1. department leaflet
2. application form

Fourth contact is for the applicant that is accepted to the program:

1. personal attention letter
2. congraduation card

E. Impacts

From the marketing research, the most persuasive reason that target audiences use to choose the College of Fine and Applied Arts is the program itself (see page 15); it means their decisions are realistic and base on appropriate reasons. From this analysis, it is reasonable to assume that the appeal which will be utilized as the motivating force to stimulate and persuade target audiences is regional appeal. But since there is also a high percentage of emotional impact and expectation (see page 15), it is appropriate to use emotional appeal as a minor impact. These appeals will be translated to the copy and images in the projected publications.

F. Images

As shown by the marketing research, target audiences feel that the present image of the program is not effective enough. From the study, the two strongest images of the program indicated by target audiences are high technology and practicality. It is agreed that both are appropriate, but as a result of the study, it was shown that target audiences feel that it would be more effective if the program also had creative and artistic images. These images; creativity, artistry, practicality and high technology, will serve as the key words in the design process.

G. Creativity

In viewing graphic design as the process of problem-solving, I see the consequence of a problem as prevalent. First, the nature of the problem should be inspected, studied and understood. Each problem has its own character; there is no "perfect" solution that can be applied to solve every problem. Each solution is, more or less, the result of research. This "fact", when properly used, illuminates the "what" of the problem and at the same time, implies the appropriate way(s) to solve the problem.

The marketing and communication program is the kind of project that needs a very functional solution. It is reasonable to process it systematically. For this thesis, the problem has been pinpointed and defined since the beginning, the overall aim and the expected accomplishments were also definite (see page). The marketing and advertising objectives led to the study of the target audiences, their ages, educations, expectations, etc. Through the questionnaire, target audiences were used as the main resource for needed data. This questionnaire and other research, which was conducted in a very limited time, are an attempt to uncover needed facts and prove what was already suspected. Images, impacts, media and this creativity were planned and relied firmly upon the results and analysis of the research.

From the finding, key words which will provide the visual images the effective quality to fulfill the marketing objectives are creativity, artistry, practicality and high technology. In order to create the awareness of the (Master of Fine Arts degree) programs, the transmission of these images must be forceful and continual. The approach that seems appropriate and feasible to meet this requirement is an identity or unified system. All the publications will be designed to blend with each other to form one strong image of the programs.

1. Copy and Text

The headline or the slogan for the promotion is "the Master of Fine Arts degree, the final step to professionalism". This emotional appeal headline would capture the interest of the viewers and at the same time communicate the main purpose of the program. It also allows the text to provide information and facts about the program.

2. Identification

To promote the program, the "brand" name should be established for the purpose of remembrance. 'MFA at RIT' is the chosen name to be promoted. The name is effortless to remember both from hearing and seeing, it also looks and sounds symmetrical which, in depth, represents the formal aspect of study in the graduate programs. The establishment of this name would benefit both in the short and long term.

In the short term it would help unify the elements of the publications together. In the long term, after some periods of promotion it would develop a social awareness.

3. Format

All publications will share the same structure: the name "MFA at RIT" at the top, College of Fine and Applied Arts at the right, the headline and text at the bottom with the images at the center to capture interest. Elements will be harmonized on the constructional grid that will be designed for all publications. This constructional grid is used to ensure a very strong format even though each publication has a different composite unit grid.

4. color

Color must function semantically, syntactically and pragmatically. Many colors from both cool and warm tones will be used. The principle in choosing colors is based strictly on the four key words. This regional representation, gives the publications an interesting and personal look, and at the same time, conceptually announces the images of the program.

Publications of the design project

1. magazine ad
2. (public) poster
3. MFA degree program information (direct mail) poster
4. graduate brochure cover
5. format for department material

NOTES AND SKETCHES

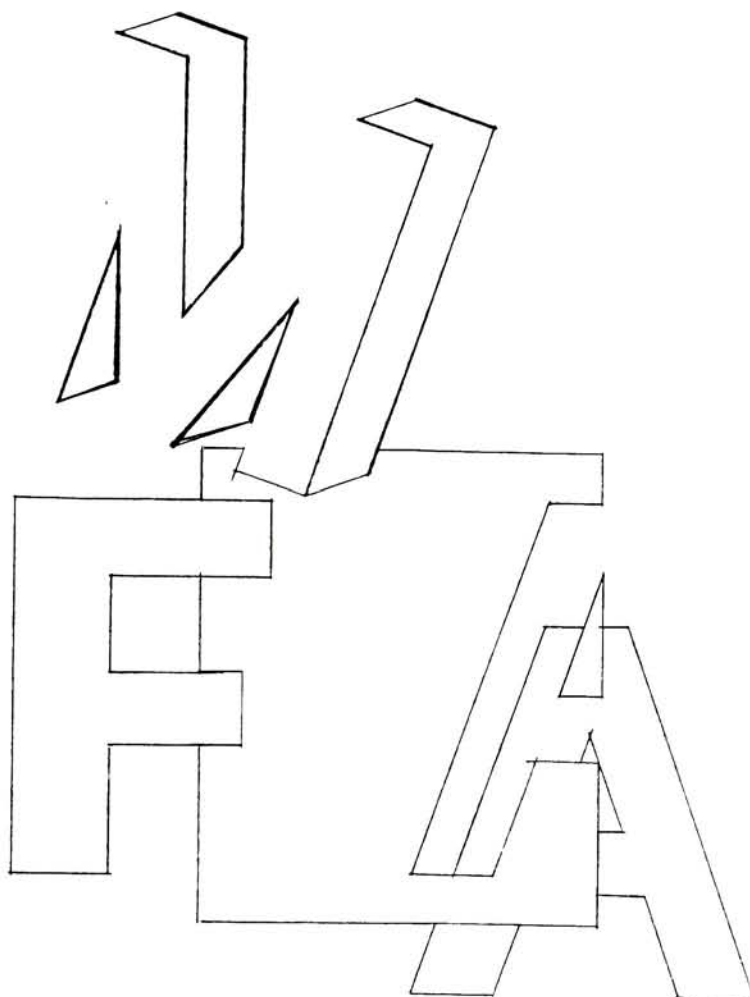
The sketches on the following pages are the development of an image that will be used for a magazine ad, public poster, mail poster and graduate bulletin cover.

This image is used as the center of interest. It works as a tool to attract viewers' eyes at first glance. Development of this image is an effort to translate four key words which represent the Master of Fine Arts degree programs; creativity, artistry, practicality and high technology. Since the programs cover many aspects of art, design and crafts, a development of an illustration that could represent them all will take a long period of time and the result will be hard to evaluate. A feasible solution that is suitable for both time and subject is the use of typography. The upper case letters; M, F and A, which are the abbreviation for the Master of Fine Arts degree programs, act very appropriately as a visual solution.

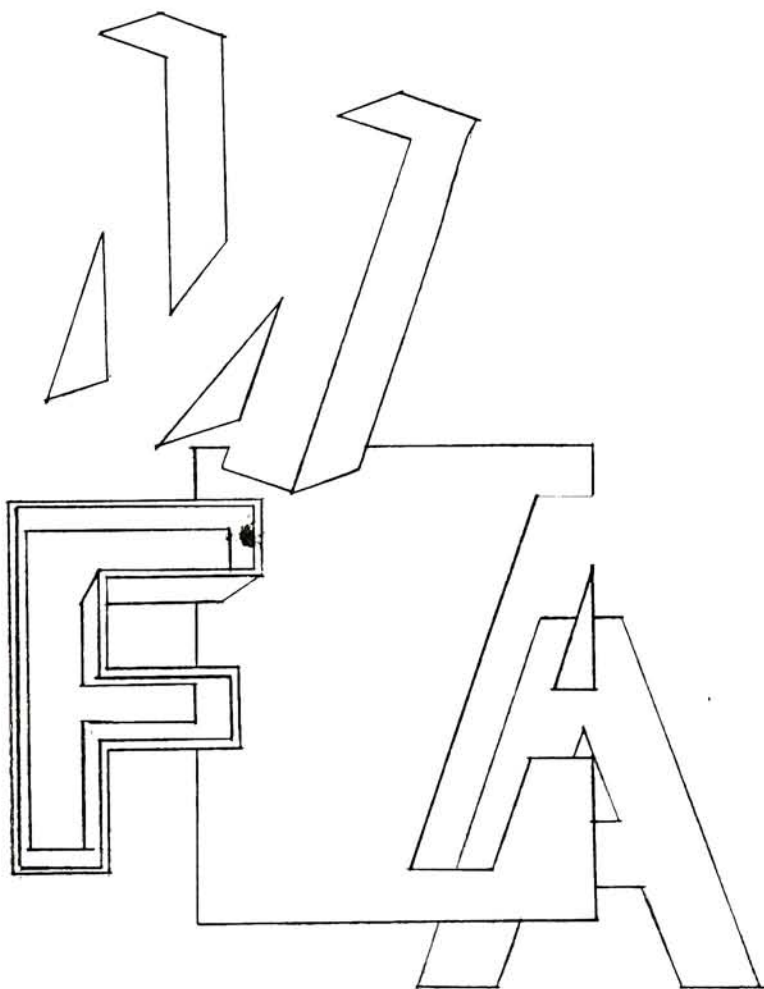
The main idea in developing the image is using large type with a dimensional mix. Large type always gives a surprise effect. The curiosity of viewers is provoked when they encounter a word that is too large to ignore. This visual solution is also made intentionally ambiguous by using two-dimensional objects interacting with three-dimensional objects. The image is made stronger by applying a potent

graphic tool; bright colors. Many colors in both warm and cool tones are chosen to enrich the psychological impact and emotional effects. These bright artistic colors provide a sense of hope and expectation. This mix of large types, dimension and bright colors would gives a very strong effect of getting viewers' attention. These three elements then work together to stimulate interest to read the text.

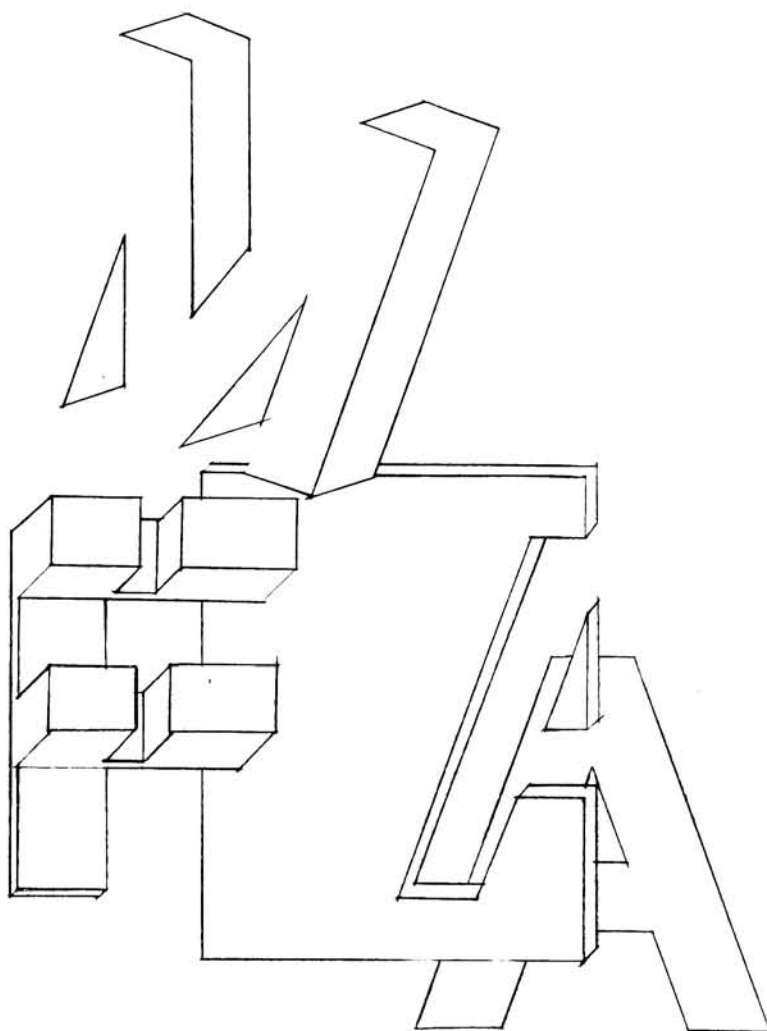
stage 1 :



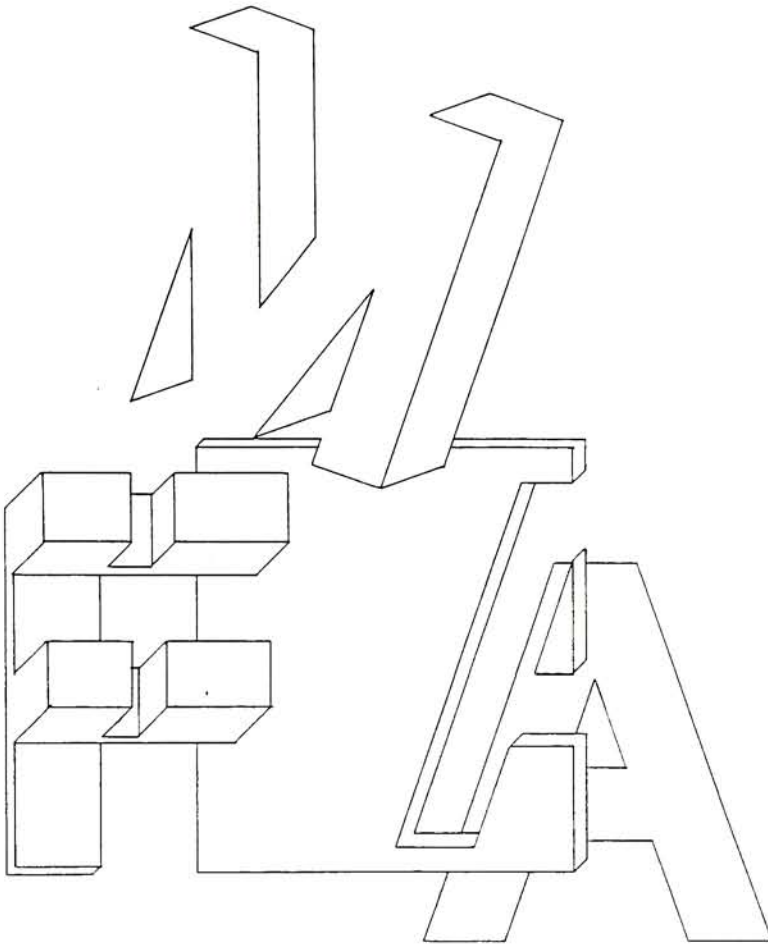
stage 2 :



stage 3 :



stage 4 :



stage 5 :



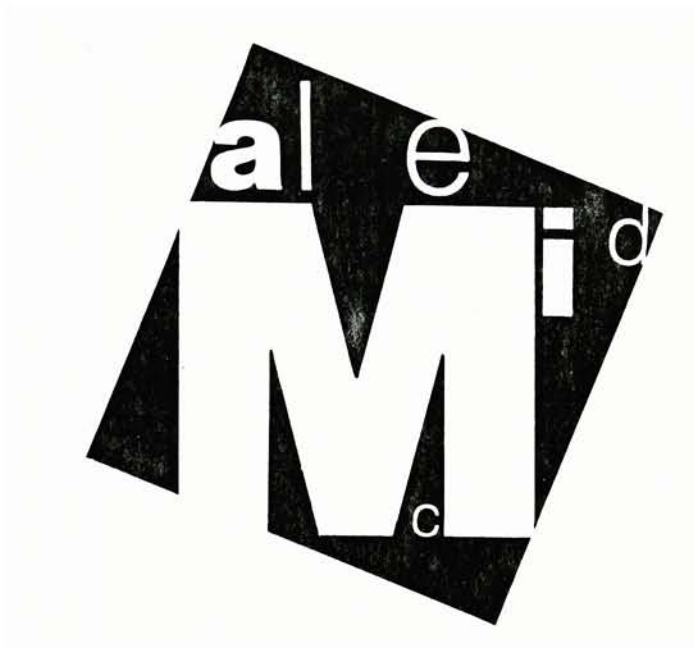
The sketches in the following pages are the examples of the images that will be used on the cover of the department brochures. (These are images for the department of graphic design and the department of medical illustration.)

Development of these images follow the idea of using typography as a visual solution.

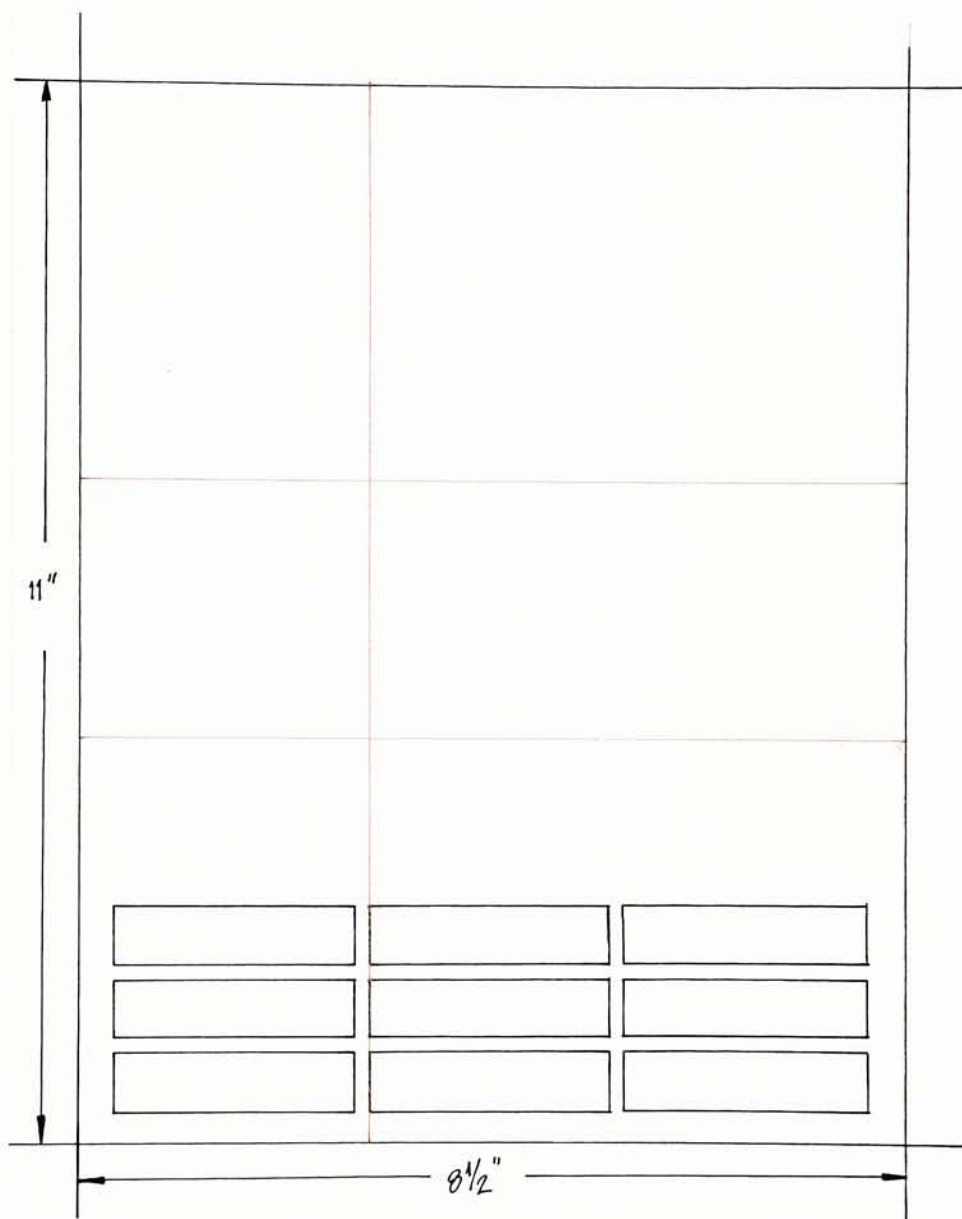
stage 1 :



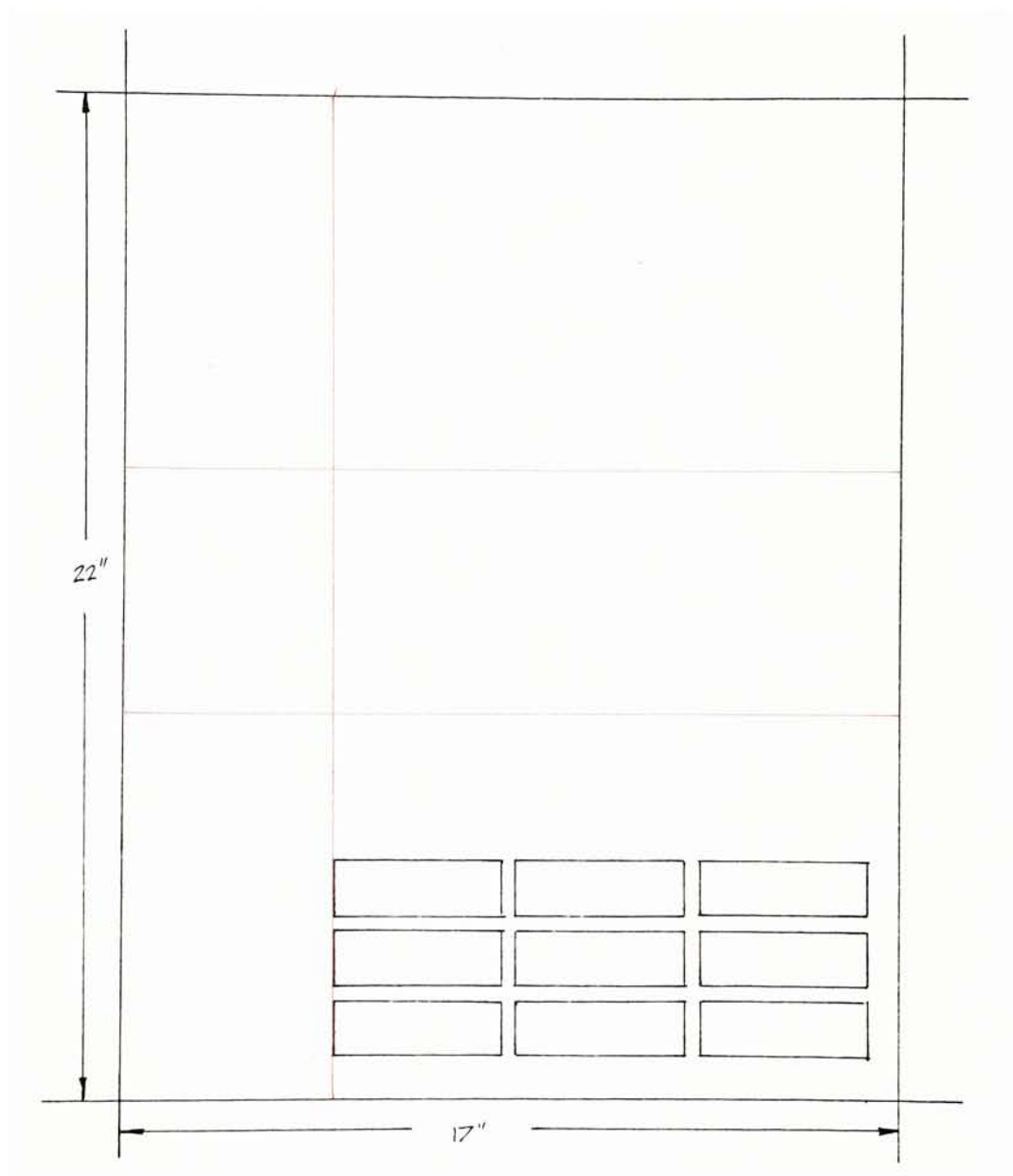
stage 2 :



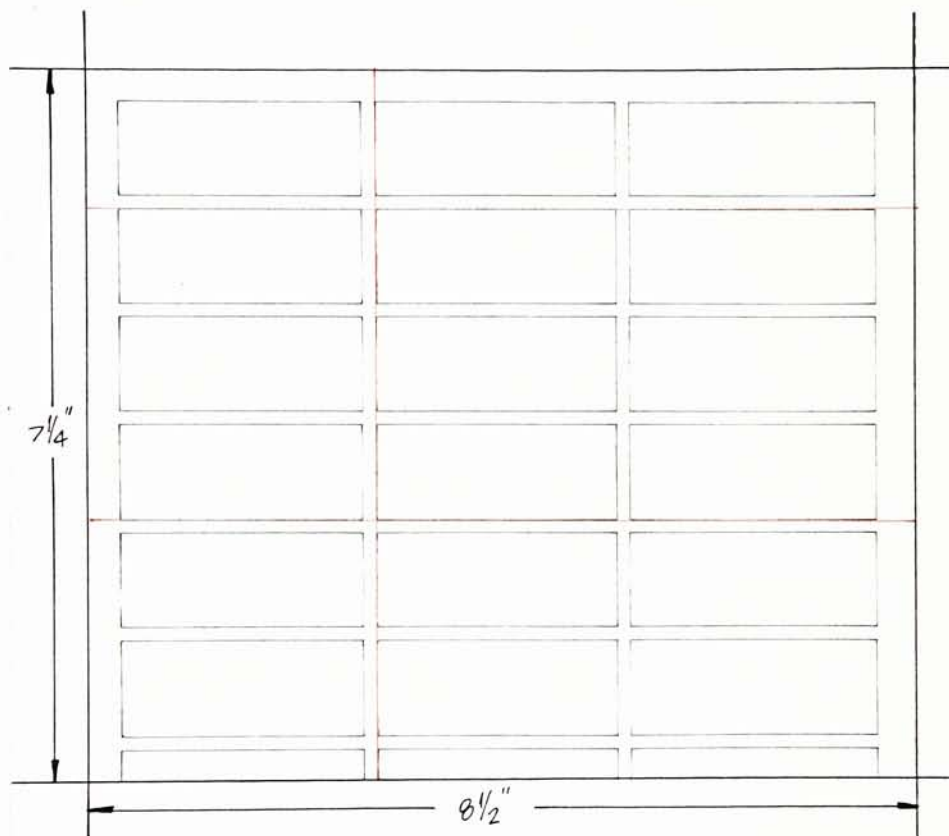
The following page shows the constructional grid (in red) and the composite unit grid for a magazine ad.



The following page shows the constructional grid (in red) and the composite unit grid for a public poster.



The following page shows the constructional grid (in red) and the composite unit grid for a brochure cover and department material.



The following page shows the constructional grid (in red) and the composite unit grid for a mailed poster.

FINAL DESIGN PUBLICATIONS

Page 46 : magazine ad

Page 47 : public poster

Page 48 : direct mail poster (front side)

Page 49 : direct mail poster (back side)


Page 50 : graduate brochure cover

Page 51 : department material (front cover)

Page 52 : department material (cover)

Page 53 : department material

MFA. RIT



**The MFA Degree ...
the final step to
professionalism.**

The Master of Fine Arts degree is the terminal degree in the professional areas. By understanding that, the formal aspects of art, design and crafts at RIT are studied in the way to achieve a certifiable level of technical competence and the ability to make art. Masters can be achieved in one of the eleven particular areas of study: **graphic design, computer graphic design, industrial and interior design, medical illustration, painting or printmaking in the School of Art & Design, ceramics and ceramic sculpture, glass, metalcrafts and jewelry, weaving and textile design and woodworking and furniture design in the School for American Craftsmen.**

For more information: Rochester Institute of Technology, College of Fine and Applied Arts, One Lomb Memorial Drive, Rochester, New York 14623.

College of Fine and Applied Arts



The MFA Degree...
the final step to
professionalism.

The Minister of Education began to the primary stages of the professional groups and is committed to work in a high level of professional competence in the social life. He underlines that the formal aspects of the theory and practice are not enough in the

to achieve a sufficient level of technical competence and the ability to make art.
Students can be allowed to choose to present portfolios made of studio graphic design, computer graphic design, industrial and interior design, medical illustration, painting or printmaking in the School of Art & Design. Ceramic and ceramic sculpture, glass, metalsmiths and jewelry, weaving and textile design and woodworking and furniture design in the School for Architecture.

The colleges near Brown County, large national and international centers to campus each year and offers opportunities for graduate students to receive their work during the two graduate years (study abroad) program.

MA RIT



- Graphic Design
- Computer Graphics Design
- Painting
- Medical Illustration
- Printmaking
- Industrial and Interior Design
- Glass
- Ceramics and Ceramic Sculpture
- Metalsmith and Jewelry
- Weaving and Textile Design
- Woodworking and Furniture Design



Extensive and varied facilities are available to students, including a computer center, a television studio, a recording studio, a photography studio, a ceramics shop, a jewelry shop, and a wood shop.

Backpacking and a fine arts program, the center supports an art studio and a variety of other facilities, including a ceramics shop, a jewelry shop, a photography studio, a television studio, a recording studio, a wood shop, and a wood shop.

The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.



Richardson College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.

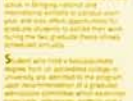
Immmediately upon entering work is begun in your major field in applied and fully equipped art studio and workshop. Many students are awarded the College of Fine and Applied Arts by completing coursework, demonstrating and test scores.

The graduate faculty, a select group of professionals, make the program. They know the contemporary scene and can guide you through the maze of

contemporary design. The graduate faculty is composed of professionals in the field of design, including graphic design, industrial design, interior design, and architecture.

Moreover, the college is a part of the College of Art and Design, which is a part of the College of Art and Design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.

The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.



Student who hold a baccalaureate degree from an accredited college or university are admitted to the program after demonstration of a graduate level of achievement. After admission, students are required to complete a minimum of 30 credits and a minimum of 12 credits in the field of design.



A minimum of 70 quarter credit hours of study are required for admission, and in some cases additional study is also required.



The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.

The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.

The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.



The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.

The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.

The College of Art and Design is a two-year college offering a program of study in art and design. The college is located in the College of Art and Design, which is a part of the College of Art and Design.

Richardson College of Technology

College of Fine and Applied Arts
University of California, San Diego
La Jolla, California 92037

Richardson College of Technology
College of Fine and Applied Arts
University of California, San Diego
La Jolla, California 92037





Rochester Institute of Technology

Group of Fine and Applied Arts
 Department of Graphic Design
 100 Lombard Street, Room 200
 Rochester, NY 14623-1099

PAID

MFA, RIT

department of

Graphic Design

Graphic Design

College of Fine and Applied Arts

Department of Graphic Design

Graphic design is solving visual problems creatively. From posters and brochures to packaging and television ads, graphic design organizes visual imagery.

You will learn to achieve visual solution in print, three-dimensional projects and audio-visual presentations through the program's emphasis on formal design and the development of your own creativity.

Although the graphic design program stresses a systematic approach to design through formal theory and practical exercises, it does not advocate any one style of design. You are helped to produce design that's communicative, lasting, cost-effective and marketable.

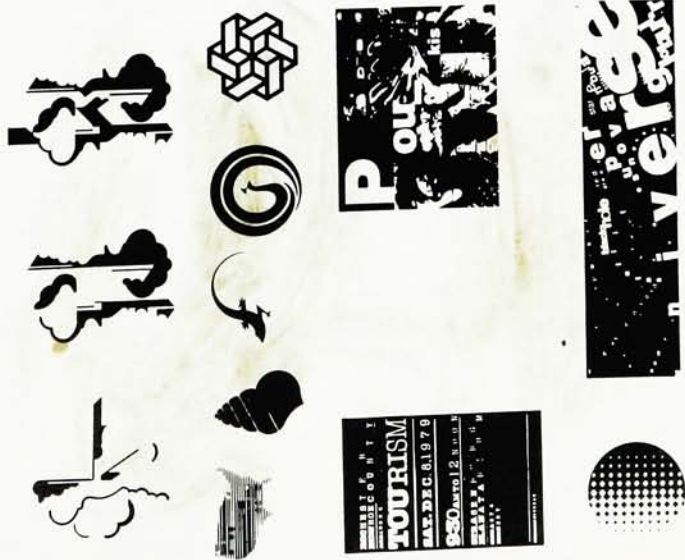
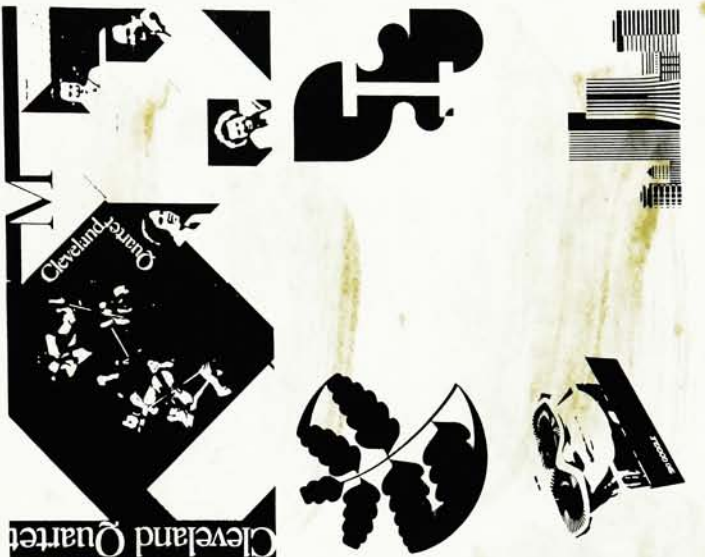
Business, government, schools, non-profit organizations and other employers of

You will make photostats, manipulate photographs and experiment with type in the Media Resource Center. Darkrooms are equipped with vertical cameras and photocopy stands and typesetting equipment are all available.

For more information:

Rochester Institute of Technology

Department of Graphic Design
College of Fine and Applied Arts
One Lomb Memorial Drive
Rochester, New York 14623



CONCLUSIONS AND RECOMMENDATIONS

Conclusions emanating from the results of the analysis show that in order to achieve the marketing and communication goals, effective images of the Master of Fine Arts degree programs must be established. In order to create those images, a systematic step by step approach was used. Through the scope of design publications, the design process was carried out on the basis of the findings produced by the investigation.

This demonstration project was done with a very limited amount of time and resources. It was suggested for the real project in the future (on the marketing and communication program for the Master of Fine Arts degree programs) to do more research on the influence of the publications received from the school by the prospective student. Relevant additional information about competitors should be gathered and more study on effective media should also be undertaken.

Academically, this demonstration project is an example of the ways to solve a graphic design problem. It is recommended for similar projects in the future that effort should be made to produce reliable data, and that design process should firmly translate the analysis of that data into visual solutions.

BIBLIOGRAPHY

Berryman, Gregg. Notes on Graphic Design and Visual Communication. revised ed. Los Altos: William Kanfmann, Inc., 1984.

Giopulos, Peter. Associate Dean; College of Fine and Applied Arts, Rochester Institute of Technology, Rochester, New York. Interview, 27 October 1987.

Nelson, Roy Paul. The Design of Advertising. 5th ed. Dubuque: WM. C. Brown Publishers, 1985.

Newcomb, John. The Book of Graphic Problem-Solving. New York and London: R. R. Bowker Company, 1984.

Rand, Paul. A Designer's Art. New Haven and London: Yale University Press, 1985.

Rochester Institute of Technology. Graduate Program Brochure. New York: Rochester Institute of Technology, 1986.